Steve Pool: a familiar face to local appliance owners since the late '50's

Steve Pool has been a familiar face to Appomattox appliance owners since 1959, when he went to work for Tommy Martin in the appliance-service business.

A native of Campbell County, Steve, who owns Appomattox Radio, TV and Appliance, was born near Naruna. His parents passed away while Steve was still in his teens, and he went to live with his oldest sister and her husband, Mr. and Mrs. Travis Cardwell.

After finishing high school, Steve went into the service, where he was assigned as an Army security agent, with top-secret clearance.

Steve remained in the Army from 1954 through 1957, when he returned to Central Virginia. He attended Lynchburg College and in 1958 married Rosalie Gear, the daughter of a Presbyterian minister.

The next year, Steve began work for Tommy Martin in his appliance-service business. In April of 1963, Steve bought the business from Tommy, and four years later, he went into sales, starting with RCA units.

In 1974, Steve added Whirlpool and Litton products to the wide array of appliances he offers for sale. That same year, he moved the business from downtown Appomattox to the building in which it is currently housed, on Confederate Boulevard (Route 460) next to the John Mosby Inn Restaurant.

This year, Steve added as full-time elements of his sales and service force two of his three children, Steve Jr., a graduate of Rustburg High School who is working in service, and Dianne, a graduate of James Madison University who is working in sales and management. Steve's third child, Phillip, is a college student in Danville. Melanie Stone, a niece, has also been a part of the Pool family for seven years.

Bettie Thomas, an invaluable part of the Appomattox Radio, TV and Appliance team for the past 13 years, has played a vital role in the continued growth of the business, according to Steve.

And, continued growth has been a hallmark of this business. "Business last year was better than ever," according to Steve. "And this year, it's already up over last year," he adds.

Steve says that plans are being made for re-locating the business in a new building, on Route 460 West. The new building would afford additional space for more diversity and a greater number of products for sale, Steve notes.

Steve enjoys his business, and particularly enjoys and appreciates his customers.

"I have thoroughly enjoyed being a part of the business world in Appomattox," Steve says. People have been really good to me."

He adds, "I thank God for the priviledge He's given me to meet the people I've met in life, and to accomplish the things I've accomplished so far. I give God all the credit."

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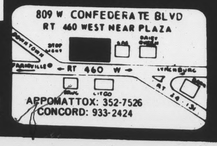
Steve Pool — Bettie Thomas — Dianne Pool — Steve Pool, Jr.

Appomattox RADIO, TV & APPLIANCE

RCA
STEPHEN C. POOL
OWNER

Whirlpool

809 W CONFEDERATE BLVD
RT 460 WEST NEAR PLAZA


Virginia Fibre: a partner in progress

[Continued from Page 15]

dence upon the private landowner, Virginia Fibre offers a wide range of professional management services to them.

Approximately 88 percent of Virginia Fibre's total annual consumption of 148,000 cords is purchased in round form, and the remainder is in chip form.

Environmentally, Virginia Fibre Corporation is one of the cleanest mills in the paper industry both in terms of air and water quality. In fact, almost 25 percent of the total initial investment of approximately $55,000,000 was environmentally related.

The operations of Virginia Fibre Corporation have had a tremendous impact on the economy of the Amherst area. Last year Virginia Fibre paid out more than $15 million in payroll, local taxes and for locally purchased supplies.

The key to Virginia Fibre is tied up in that word 'independent' because in a world of papermaking giants that are really just a few who dare to be independent.

Because Virginia Fibre is not encumbered by past policies and practices, VFC is able to select from among the very best programs in existence and to add to these unique ideas of their own. What has emerged may very well be compared to a family business in which all members share.

Virginia Fibre Corporation...."A Partnership In Progress.'

Support Area Businesses

American Federal: striving to please

A group of men under the direction of P. G. Cosby, Jr., formed the forerunner of American Federal Savings and Loan on June 2, 1925. The original directors of the Pilot Building and Loan Association were W. B. Walker, M. C. Maddox, P. G. Cosby, Jr., H. O. White, and Frank L. Thomasson.

The first office was located in Lynchburg on the 700 block of Main Street, but was moved to 616 Church Street on Nov. 1, 1925.

On January 10, 1928, Mr. Clarence G. Burton was elected president of the association and served in that capacity until 1963, when he was elected chairman of the board.

In 1937, the name of the association officially became Lynchburg Federal Savings and Loan Association. In expanding its service in Lynchburg, the association opened its Miller Park Branch in 1954. The current home office at 615 Church Street was opened in 1960, and in 1963, the Brookville Branch was opened at 7114 Timberlake Road, and Mr. P. G. Cosby, Jr., became president of the association, serving until 1967.

Under the leadership of Jack T. Cosby, the current president, the association has experienced an outstanding degree of success and growth. Additional offices serving Central Virginia have been opened; three in areas near Lynchburg -- Altavista, Appomattox, and Brookneal. As a result of this expansion, Lynchubrg Federal changed its name to American Federal in January of 1976.

Last fall, the twelfth office of American Federal was opened at the River Ridge Mall in Lynchburg, providing maximum convenience to customers, including such features as safe deposit boxes, a drive-in window, and, for the handicapped customer, a ramp entrance.

With its twleve offices American Federal is now the largest savings and loan in Central Virginia, with assets of more than $200 million.

A management study indicated that there were savings and financing needs in Appomattox County which could be met by the presence of American Federal. Thus, the company opened its Appomattox office in December of 1974.

American Federal's goal has always been to make the American Dream of home ownership become a reality for as many people as possible. The mechanism for achieving this goal is home mortages with minimal downpayments. At American Federal, a prospective home owner can borrow as much as 95 percent of the cost of a future home.

Along with residential financing, the citizens of Appomattox County found that American Federal offered increased options and higher earnings for their savings investments. Deposits for the Appomattox office of American Federal now exceed $11,000,000.

Michael Weiss, assistant vice president and Appomattox branch manager for American Federal, says "we have worked very diligently to cultivate and develop the confidence of the citizens of our service area. Their faith,

[Continued on Page 27]

Standing (left to right) Carolyn Grishaw, Nancy May, Beverly Bowman and (seated) Michael Weiss.

For all the good times to come!

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- Home Improvement Loans
- Saving and Certificate Loans
- Transmatic Mortgage Payments
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